

Intervention: Mass-media campaigns

Finding: Insufficient evidence for effectiveness

Potential partners to undertake the intervention:

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|---|--|
| <input type="checkbox"/> Nonprofits or local coalitions | <input type="checkbox"/> Businesses or labor organizations |
| <input type="checkbox"/> Schools or universities | <input checked="" type="checkbox"/> Media |
| <input type="checkbox"/> Health care providers | <input type="checkbox"/> Local public health departments |
| <input type="checkbox"/> State public health departments | <input type="checkbox"/> Policymakers |
| <input type="checkbox"/> Hospitals, clinics or managed care organizations | <input type="checkbox"/> Other: |

Background on the intervention:

Single-component, mass-media campaigns are designed to increase knowledge about physical activity, affect attitudes and change behaviors.

Findings from the systematic reviews:

The Guide to Community Preventive Health reports insufficient evidence for effectiveness for mass-media campaigns when used alone. However, they are recommended when combined with other activities, such as support groups or community events. Practices that lack sufficient research to support effectiveness should not be confused with ineffective programs. Rather, they should be recognized as programs that have the potential to become evidence based practices—if properly evaluated. Practitioners are encouraged to monitor the impact of these programs in their communities and report on their findings in order to build a base of knowledge sufficient to reach consensus.

The Community Guide is a well respected source of evidence-based practices in public health. With guidance from the Task Force on Community Preventive Services, it staff summarizes what is known about the effectiveness, economic efficiency, and feasibility of interventions to promote community health and prevent disease for a variety of topics.

References:

[Guide to Community Preventive Health](http://www.thecommunityguide.org/pa/default.htm) - <http://www.thecommunityguide.org/pa/default.htm>